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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

May 6, 1944

No. 57

* "A FOOD SUPPLY IS TEMPORARY and must be constantly replenished." *

* So said War Food Administrator Marvin *

* Jones in a statement released Friday. He added, "As soon as it is produced *
it commences to disappear and is used up."

"BECAUSE we have plenty now, it does not necessarily follow that we
will have plenty later. Too many are prone to take a food supply for granted.
It will be even harder to meet our needs this year than it was last year."

Judge Jones also points out that farmers have produced above schedule
and because of their record production many items on the ration list have been
temporarily freed, others reduced in point value. He places the credit on the
shoulders of the American farmer whose hard work, determination, and ingenuity
have made this possible.

CITING the difficulties that lie ahead in 1944 production, Judge Jones
says that spring plantings have been delayed by unseasonable weather and too
much rain, that there are not as many people on the farm as before the war,
that many young men have gone into the armed forces or into factories, that
farm machinery is wearing out. (Read USDA 2217-44 for complete statement.)

AT A MEETING of the Inter-Departmental Victory Garden Committee Thursday
afternoon, the need for increased food production in Victory gardens was em-
phasized. The Committee anticipates an even greater need for home-grown and
home-canned food next winter than last.

THE NEXT ISSUE of the Letter to Farm Journal Editors will call attention
to the temporary nature of the present good situation in food, and the need
for continuing production efforts.

MEMO to Farm Program Directors (radio), special wire service (AP) to
radio stations, and two of the Farm and Home Hour "Bulletin Boards" called
special attention to record farm production and to the greater need for food
this year.

USDA and WFA spokesman at the Institute for Education in Radio meeting at
Columbus, Ohio, stressed the same theme.

IMPORTANT RELEASES "War Food Buying," remarks by Lee Marshall, Director of
Distribution, WFA, before Fifth Service Command, Food
Service Show, QMC, at Cincinnati, May 4, USDA 2218-44. "1944 Support Prices
for Spinach for Canning," USDA 2212-44. "Price-Support Program for 1944 Hemp
Seed," USDA 2204-44. ... "Post-War Alaska Pulp and Paper Project," USDA 2194-44.
... WFA announced that 40 percent of May and 50 percent of June butter production
will be reserved for direct war uses, USDA 2193-44 "Essential Oils Industry
Advisory Meeting," USDA 2192-44. ...

*** NATIONAL FARM AND HOME HOUR ***

Tuesday, May 9, through Tuesday, May 16, 1944

- TUESDAY - Tim and Jim Seman, 15-year old twins of Washington, D.C., in interview on the Victory Farm Volunteers program.
- WEDNESDAY - Mrs. Bertha Olsen, Acting Chief, Food Preservation Section, Civilian Foods Requirements Branch, O of D, WFA, and Ruth Van Deman, BHNHE, "Community Canning;" and Mason A. Hein, BPISAE, and Wallace Kadderly, Radio Service, "Grass Seed Production."
- THURSDAY - Post-War Agriculture #22, Mordecai Ezekiel, Economic Advisor to the Secretary of Agriculture, "Post-War Jobs in Towns."
- FRIDAY - Ernest Moore and Duke DuMars, "Spring Work in the Victory Garden."
- MONDAY - Farm Production Report to the Nation #6 - Mississippi. Mr. and Mrs. Stewart E. Hoy, farmers, L. I. Jones, Extension Director, and T. M. Patterson, Administrative Officer, AAA.
- TUESDAY - Dr. O. E. May, Chief, BA&IC, from Chicago, "Report on the Regional Research Laboratories in Wartime."

CONSUMER TIME will tell about the U. S. Crop Corps, its needs and how you can help the war effort by joining up, either on an all summer basis or for as short a time as a week end. Saturday, May 13, 12:15 EWT, NBC.

"NUTRITION" will be the subject when Miss Jessie Harris, Chief, Community Nutrition Services Division, Nutrition Programs Branch, O of D, WFA, appears on the Serval Program, CBS, 11:30 a.m., Saturday, May 13.

IF YOU ARE INTERESTED IN community canning centers you will want to study the 100-page handbook, "Community Canning Centers," just off the press. This booklet (M.P. 544) gives suggestions on organizing and operating a canning center.

MARKETING PLENTIFUL FOODS

Here is the list of plentiful foods over most of the country this week:

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| * Spinach | * White Potatoes |
| * Beets | Oranges |
| * Carrots | Peanut Butter |
| * Eggs | Citrus Marmalade |

* - Starred items are those deserving active promotion, if abundant locally.

IN ADDITION to the above, canned corn, canned asparagus, canned spinach, canned string beans, canned peas, canned tomatoes, and frozen vegetables (in those areas having facilities to handle frozen foods) are also in need of active sales promotion.

"RED RYDER" AND "THE LONE RANGER" ... will carry the Wartime Forest Fire Prevention message on their programs May 9 and 10, respectively.

A PROGRAM FOR RECRUITING WORKERS to process perishable foods in 1944
has been sent to county agents in
126 counties with processing plants and to U. S. Employment Service offices.
Produced by War Manpower Commission and the War Advertising Council, the kit
provides suggestions for promotion of the campaign, newspaper advertisements,
editorial and publicity material, posters, and radio materials.

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NATIONAL COMMITTEE ON BOYS AND GIRLS CLUB WORK through the National 4-H
Clubs is sponsoring many
contests to make Food Fight for Freedom. They include a meat animal contest,
4-H "V" garden contest, 4-H dairy production contest, 4-H dairy foods demonstra-
tion contest, and 4-H food preparation contest. Complete rules may be obtained
from the County Agent. The Committee has also sent circulars to clubs listing
the farm labor supplies, VFV uniforms, etc., which may be ordered,
THE EXCHANGITE for April carries an article, "Farmers Will Feed the Nation,"
telling what a good job farmers have already done in producing food for freedom
and what the 1944 goals are. "The Exchangite" is the official publication of
the National Exchange Club. The May issue of the JUNIOR RED CROSS NEWS
has a cover featuring Victory gardening and canning. It also carries an article
on food conservation and the activities calendar notes the Victory garden, con-
servation, and food preservation phases of the FFFF program. The JUNIOR
RED CROSS JOURNAL insert for May listed summer activities, including participa-
tion in the FFFF program. The back cover carried a series of pictures showing
the type of work Junior Red Cross members can do to help win the battle for
food.

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A DRIVE FOR HIGHER GRADE COTTON has been launched by WFA in cooperation
with the National Cotton Council. Copies
of a suggested leaflet have been sent to Extension Directors in the cotton States
for reproduction and localizing. In preparation now are a poster, and a fact
sheet-handbook giving basic data. Sixty-five thousand copies of the poster are
being printed, and copies will go direct to gins with a letter from WFA Adminis-
trator Jones and 10 copies to each County Agent in the cotton States.

THE CAMPAIGN was instituted last year because of the serious drop in grade
of cotton over a period of years. Although the 1943-44 crop showed considerable
improvement in grade, war needs demand still more high grade cotton. Mills want
it, and producers benefit through premiums for the higher grade.

THE FOUR STEPS urged in the campaign are: (1) Pick dry as possible; (2) Keep
trash out; (3) Pick before weather damage; and (4) Keep good cotton separate.

RESTRICTIONS ON SHIPPING Certain fruits and vegetables will go into effect
July 1, under an amendment to WPB's Order L-232.
New containers will be limited for shipping cantaloupes and melons, carrots,
cauliflower, celery, cucumbers, juice and table grapes, lettuce and radishes.
The quotas allowed run from 110 percent for certain varieties of table grapes
to 50 percent for cucumbers, juice grapes, and radishes, and are based on the
1942 calendar year. Watch for WFA fact sheet out soon giving details.

